

Talent on WOW Costs \$1,226,000.00 Each Week

WOW NEWS TOWER

(Reg. U. S. Pat. Off.)

Issued to Increase Enjoyment of Radio and Television Programs

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Published Monthly

'Cisco Kid' Moves to WOW

And They Don't Cost You a Penny

Network sponsors pay \$1,226,000 EVERY WEEK for the talent which WOW and WOW-TV fans hear and see "For Free."

True that great figure buys the same talent for all America, but that doesn't lessen the significance of the fact that WOW and WOW-TV families get \$175,000 worth of talent delivered to their living rooms every day!

About two-thirds of this great expenditure goes for the talent seen and heard on network television shows.

The figures are supplied by "Variety" magazine in its annual one-week check of talent and production costs for a single week. They do not include what the sponsor pays for time.

The total for NBC and Dumont networks, which serve WOW, and WOW-TV was \$1,226,000. The total for the second network was just over \$1,000,000 a week; the third network, \$434,000, and the fourth network, \$49,900.

The figures do not include talent costs for network non-commercial shows, station-produced shows, or shows which are carried by transcription or film. If these could be added the total would probably be swelled by another half million or so.

Elsewhere in this News Tower are stories and photos telling what the costs are for the most expensive of the big radio and TV shows.

-WOW-

Douglas Feeds Sponsors Western Musical Group

"Riders of the Purple Sage," famed western musical group is featured in a new series sponsored by Douglas Feeds, Elkhorn, Neb., Saturdays at 7:15 a.m. on WOW. Foy Willings, the cowboy singing star is featured in the new Saturday morning series which will immediately precede the 7:30 a.m. edition of the WOW News Tower.

"The Riders of the Purple Sage" are already well known throughout the country through their popular recordings and the motion picture work.

Now on WOW ...



ACTION . . . "The Cisco Kid" subsidues an outlaw in one of the exciting radio adventures. "The Robin Hood of the Old West" is now heard on WOW every Monday, Wednesday and Friday at 6 p.m. for Butter-nut Bread.

-WOW-

T.N.T....



T-N-T . . . Together 'N' Terrific! That's the only apt description for Humphrey Bogart and Lauren Bacall in their new adventure program "Bold Venture" which begins on WOW, Sunday, March 25 under the sponsorship of the Crosley Dealers of WOW-Land.

Butter-nut is Sponsor

"The Cisco Kid," one of radio's most popular programs, starring Jack Mather as "Cisco" and Harry Lang as "Pancho," has moved to WOW.

It is offered at 6 p.m., Mondays, Wednesdays and Fridays by Butter-nut Bread, which also sponsors "Cisco" on WOW-TV, Thursdays at 7:30 p.m.

"Cisco" was formerly heard on two stations but was switched to WOW so the sponsor could get increased and more intensive coverage.

"Cisco" on TV is played by Duncan Renaldo, the movie star who speaks nine languages, has three children of his own and is an active worker in Parent-Teacher Association work in Los Angeles.

The switch of "Cisco" to WOW is one of the major advertising purchases in Omaha radio of the past year.

-WOW-

BOLD VENTURE

Humphrey Bogart and Lauren Bacall will star in what promises to be one of the most exciting adventure series in radio when "Bold Venture" begins on WOW, Sunday, March 25.

"Bold Venture" is cast in the rough and tumble setting of a tropical waterfront. Each week Bogart and Bacall are caught in a web of swift, dramatic adventure that insures a half-hour of real entertainment. Each program will be a complete episode. "Bold Venture" will be sponsored by the Crosley Dealers of WOW-Land and will be heard at either 4 or 5 p.m. on Sundays. The exact time was not set when the NEWS TOWER went to press. Please consult your newspaper schedule later in the month.

-WOW-

TWO NEW SHOWS

Two new shows have been added to WOW's mid-week listening lineup.

"Short Story" will be heard on Thursdays at 8:30 p.m. replacing "The Saint." "Short Story" will feature dramatizations of famous short stories.

"Album Time" will be heard on Wednesday nights at 9:30 p.m. in place of "NBC Theatre" which will return in a new time at a later date. "Album Time" will feature popular recorded music of yesterday and today. Don't miss these new shows.

Your New Sunday Songstress

Jane Morgan in New Show

Blonde, beautiful Jane Morgan is now heard in her new singing show, "The Girl From Paris," on WOW Sundays at 1:45 p.m.

Boston-born Miss Morgan, who recently returned from a four-year engagement in France, mixes English and French lyrics about evenly in her songs. On her program Jane usually sings the Gallic and English versions of American hit tunes and old favorites.

"The Girl From Paris" will be heard each Sunday in this time period. The musical accompaniment is furnished by Andrew Ackers and his 14-piece NBC orchestra.

-wov-

FARMER?

Jackie Kelk, "Homer" in NBC's "The Aldrich Family" (WOW, 7 p.m., Thursdays), owns a farm in Pound Ridge, N. Y. Each week during the summer he transports enough fruits and vegetables to the NBC studios, in New York City, to supply the entire cast.

-wov-

TAKES TOUR

Kenneth W. Philbrick, 17, of Grand Island, Neb., was one of America's 12 most outstanding Eagle Scouts who were recently taken on a tour of NBC radio and television studios in New York. The group also participated on a transcribed radio program.

-wov-tv-

Moderator ...



As moderator of "American Forum of the Air" on NBC and WOW Theodore Granik presides over what has been called the "unofficial Congress of the U. S." More than 90 per cent of all the nations legislators have appeared on the program. "American Forum" is sponsored by the American Trucking Association at 1 p.m. on Sunday over WOW.

'Sage' Rider ...



Here's Foy Willings, the famous cowboy singer, who with his "Riders of the Purple Sage" will entertain you at 7:15 each Saturday on WOW. Douglas Feeds sponsors this new program.

-wov-

Tommy Bartlett Meets Many Famous Guests

Tommy Bartlett, genial emcee of NBC's "Welcome Travelers" (WOW, 9 a.m., Mondays through Fridays) has been keeping track of some of the comments of his famous guests, who have discussed everything from television to the state of the world.

Here's what two of the better-known headliners had to say:

"The weather played a huge part in helping us win the war in the Pacific against the Japs. The fact that the weather always moved from west to east was a terrific handicap to the Japs all through the war."—Admiral Chester E. Nimitz, former commander-in-chief, Pacific Fleet.

"Russia doesn't want a war today. They're in no position to start or maintain a war. All this talk about us withdrawing from Asia and Europe to defend only our own shores, is put out by people who don't realize the implications involved if we do that. We would be just handing Russia control of a staggering amount of the world's resources."—Rear Admiral Ellis M. Zacharias, former Navy intelligence chief.

-wov-

'LIVING'—EDITORIALY

NBC's "Living—1951" (WOW, Sundays, 11 a.m.), in particular the program's current 13-week "People Act" documentary series, is the subject of a recent complimentary editorial in the Christian Science Monitor.

Allen Writes For Big Show

Fred Allen has been signed as a regular writer for NBC's "The Big Show" (WOW, Sundays, 5 to 6:30 p.m.) on which he is also scheduled to appear every other week with Portland Hoffa.

Allen, a frequent guest of mistress of ceremonies Tallulah Bankhead on "The Big Show," expressed great pleasure with his new assignment and said that it "intrigues" him. Although he wrote his own radio program for many years, he has never served as a staff writer on any other program.

Producer-director Dee Engelbach is equally delighted with the addition to his writing staff, which previously consisted of Goodman Ace, Selma Diamond, George Foster, Mort Green and Frank Wilson.

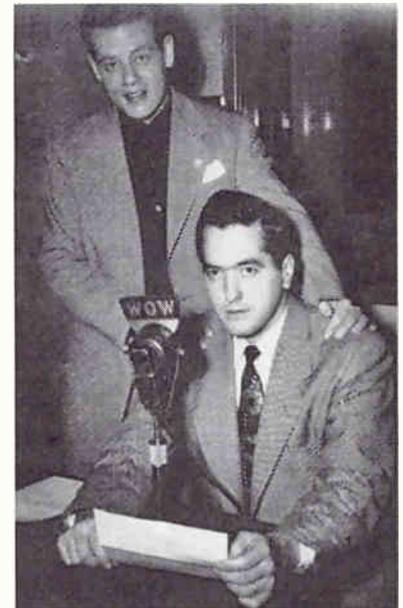
-wov-

NO ROMANCE HERE

NBC's Bob Hope (WOW, Tuesdays, 8 p.m.) claims he recently visited a large Army base in California where the GI's simply don't care to date the girls from the surrounding area. The solution is simple, states Bob. Seems the girls all work as lettuce pickers, and all they do during dates is feel the boys' heads to see if they fit into the crates.

-wov-

Jim and Ken ...



Jim Martin, standing and Ken Case, seated, are the youngest members of WOW's announcing staff in point of seniority. Listeners requested that we print their pictures in answer to our question as to "Your Favorite Photo." Have you sent in the name of the radio personality whose picture you'd like to have us run in the *News Tower*?

NBC Stars Sweep New Polls

Win Ten First Places

NBC programs and performers captured 10 first places in Motion Picture Daily's 15th annual Radio Poll for Fame.



Mr. and Mrs. Ronald Colman—More laurels for "The Halls of Ivy."

Following is a complete list of NBC winners of the 1950 poll, selected by radio editors and columnists of American newspapers and magazines throughout the country:

- Jack Webb "Dragnet" (WOW, 8 p.m., Thursdays)—Most Promising Star of Tomorrow.
- Willard Waterman "The Great Gildersleeve" (WOW, 7:30 p.m., Wednesdays)—Second Most Promising Star of Tomorrow.
- Mindy Carson "Mindy Carson Sings"—Third Most Promising Star of Tomorrow.
- Fibber McGee and Molly (WOW, 8:30 p.m., Tuesdays)—Best Comedy Team.
- Ronald Colman "The Halls of Ivy" (WOW, 7 p.m., Wednesdays)—Film Personality Most Effective on Radio.
- Bill Stern (WOW, 9:30 p.m., Fridays)—Best Sportscaster.
- NBC Symphony (WOW, 6:30 p.m., Saturdays)—Best Symphonic Orchestra.
- "Theatre Guild on the Air" (WOW, 9 p.m., Thursdays)—Best Drama Program.
- "Dragnet" (WOW, 8 p.m., Thursdays)—Best Mystery Show.
- "The Telephone Hour" (WOW, 8 p.m., Mondays)—Best Musical Show.
- "The Railroad Hour" (WOW, 7 p.m., Mondays)—Second Best Musical Show.
- "Voice of Firestone" (WOW, 7:30 p.m., Mondays)—Third Best Musical Show.
- "You Bet Your Life" (WOW, 8 p.m., Wednesdays)—Best Quiz Show.
- "You Bet Your Life" (WOW, 8 p.m., Wednesdays)—Best Audience Participation Program.

WOW Boost in Sioux City

Radio WOW is the NBC station in the Yankton-Sioux City area... and its audience stands to improve when the network shakeup in this area takes place on June 1.

On that date WNAX, Yankton, drops ABC and takes on CBS. A local station will lose CBS and take on ABC.

WOW will continue to be the number one NBC outlet for the big Sioux City market area, and much of rich southeastern South Dakota.

WOW is the only NBC-affiliate giving full regional NBC service in the area.

Nineteen southeastern South Dakota counties are well within WOW's measured 1/2-millivolt contour. Included are Brookings, Sioux Falls, Mitchell, Yankton and Sioux City.

—wow—

EXERCISE?

NBC stars Bob Hope (Tuesday, 8 p.m.) and Gordon MacRae were talking about various methods of exercising.

"I go down to Laguna," said Gordon who is heard Mondays at 7 p.m. on "The Railroad Hour," get on by surfboard and paddle way out—then I stand up on the board and come screaming in on those toppers at 65 miles per hour. Can you think of anything more exhilarating than that?"

"Well," mumbled Hope, "that's good—but it's also a lot of fun to puncture marshmallows and let the warm air blow over your face."

—wow—

Crestwood Sales...



Ring up sales for Omaha's Crestwood Shops comes naturally to Elaine Jabenis and Ray Olson, right. Joe Shaver (left), manager of the No. 2 store, approves the pair's checking out procedure. Elaine and Ray donned the working garb in celebration of the Crestwood Shops' fourth renewal of "Elaine Jabenis Scrapbook," which is heard each Saturday morning at 8:45 on WOW. Incidentally, Mr. Ashley, manager of Crestwood Shop No. 1, collaborated with Mr. Shaver in his opinion.

SHOW TRAINS

NBC came up with another "first" during February. On February 18 not one, but TWO special "Show Trains" brought residents of Boston, Mass. and Hartford, Conn. to New York to see NBC's "Big Show" (WOW, 5 p.m. Sundays).

This was the first time in the history of the entertainment world that a special train has been scheduled for a radio broadcast. The demand for tickets on the original train was so great that it was necessary to run two trains.

—wow—

RADIO INCREASE

The National Association of Broadcasters, quoting private surveys, predicts official census will show 41,902,700 radio families as of January 1, 1951. This, says NAB, is an increase of 1,201,100 families in a year.

—wow—

HARRIS WINS

Phil Harris, co-star of the Phil Harris-Alice Faye Show (WOW, 6:30 p.m., Sundays), never hesitates to snag an opportunity for more honors. So intense is his desire to compete, and win, that the mentor of "The Thing" recently walked away with honors and money at Bing Crosby's 10th mixed pro-amateur golf tournament at Pebble Beach, Calif., one of the toughest golf courses in the nation.

The well dressed Harris, paired with pro Dutch Harrison, captured the best-ball event of the tourney to draw the plaudits of the record 16,000 gallery, most of whom, the modest Harris declares, came to see what he was wearing.

On the 17th hole, with honor at stake, Harris dug in and sank the masterful 60-footer, tough approach and all.

Sunday night listeners will agree that Harris is also a "winner" on the "Phil Harris-Alice Faye Show" at 6:30.

—wow—

OUCH!

An Associated Press dispatch says proposed new taxes on radio and TV sets will increase the price of a \$300 set to \$325.

—wow—

SPORTSCASTER CLARK

Ray Clark, WOW's chief newscaster is fast getting a big name as a sportscaster, too. He's assigned to the 5:55 p.m. "Sportstime" program, weekdays. It's sponsored by Country Club Beer three days a week.

—wow—

ANOTHER HIT

The Big Show's maestro, Merideth Willson is composer of "May the Good Lord Bless and Keep You," which is used weekly at sign-off. It has become so popular that five record companies have recorded it and one high school senior class picked it as a class song.

\$30,000 ...



He's tops in comedy and naturally his program is tops in cost. The "Bob Hope Show" every Tuesday night at 8 p.m. on WOW costs a cool \$30,000.

\$23,000 ...



Fibber McGee is giving Molly the latest cost figures on their program—\$23,000 per broadcast. Hear this show every Tuesday at 8:30 p.m. on WOW.

\$12,500 ...



"Railroad Hour" regular Gordon MacRae and guest Jane Powell know "The Railroad Hour" costs \$12,500 every Monday at 7 p.m. on WOW.

Yours For Almost Nothing

An evening of the best entertainment in radio costs you only the almost negligible amount of electricity used by your radio and the energy you expend in turning on the set.

However, the cost of the show to the advertiser is another matter entirely.

The photographs on this page point out some of the more expensive programs which are heard each week on NBC and WOW together with their estimated overall production costs. These estimates were made by "Variety" magazine and

not by WOW or NBC. These costs include production expense, talent fees, actors, musicians, writers, etc., but not such items as commercial announcers, agency directors, agency commission and network time charges. Needless to say if these amounts were added to the "Variety" estimates the figures would be increased considerably.

Just what does an evening of top radio listening cost? Let's take Tuesday night as an example. It contains some of NBC's top shows. According to the Variety estimates the line-up goes something like this:

"Cavalcade of America" \$9,000, "Baby Snooks Show" 6,500, "Bob Hope Show" \$30,000, "Fibber McGee and Molly" \$23,000, "Big Town" \$3,750 and "People Are Funny" 7,500. This Tuesday night entertainment package adds up to a total of \$79,750—and it's all yours every Tuesday night on WOW at practically no expense to you.

Radio is the only medium that brings the outstanding figures of all of the many types of entertainment into your home during 18 of the 24 hours of each day.

\$12,000 ...



Lovely Rise Stevens is one of many "Telephone Hour" guest artists. This top show is heard at 8 p.m. on Monday over WOW and costs \$12,000.

\$11,000 ...



Van Heflin is one of the many Hollywood stars heard on "Theatre Guild On the Air." Heard at 7:30 p.m. Sundays, the program costs \$11,000.

\$9,500 ...



Riley and Digger O'Dell plant the flat-bush sign firmly. "The Life of Riley" is heard at 9 p.m. on Fridays over WOW and costs \$9,500 per broadcast.

SUNDAYS

(ALL DAY)

2:00 P. M.—Battle Report (NBC)
 2:30 P. M.—Mrs. Roosevelt (NBC)
 3:00 P. M.—“Meet the Press”
 Revere Copper (NBC)
 3:30 P. M.—“The Zoo Parade”
 Ken-L Ration (NBC)
 4:00 P. M.—“Gabby Hayes Show”
 Quaker Oats (NBC)
 4:30 P. M.—NBC News
 4:45 P. M.—
“KALEIDOSCOPE”
 Metropolitan Utilities



Look,
Listen
and
Learn!

John Kieran

5:00 P. M.—Western Theater
 6:00 P. M.—Gen Autry Show
 Brach Candy
 6:30 P. M.—“Henr-e-e” and “The
 Aldrich Family”
 General Foods (NBC)
 7:00 P. M.—
**COLGATE’S GREAT
 COMEDY HOUR!**
 (NBC)
 Eddie Cantor
 Martin and Lewis
 (alternate weeks)
 Plus
 Bob Hope and
 Bobby Clark
 (for Frigidaire every fourth week)
 8:00 P. M.—
**PHILCO TELEVISION
 PLAYHOUSE**
 (NBC)
 9:00 P. M.—
**GARROWAY
 AT LARGE**
 Congoleum-Nairn (NBC)
 9:30 P. M.—
CHARADES
 Nebraska Clothing



Let’s
Play
Charades

Bill McBride

10:00 P. M.—Circle A Theater
 Armstrong Cork (NBC)
 10:30 P. M.—News of the Week
 (NBC)
 11:00 P. M.—Famous Jury Trials
 Swiss Colony (Du.)

MONDAYS

6:00 P. M.—Kukla, Fran and Ollie
 (NBC)
 6:30 P. M.—Roberta Quinlan
 Mohawk Carpet (NBC)
 6:45 P. M.—Camel News Caravan,
 John Cameron Swayze
 (NBC)
 7:00 P. M.—Winchell and Mahoney
 Speidel (NBC)
 7:30 P. M.—
**“VOICE OF FIRESTONE”
 CONCERT (NBC)**
 8:00 P. M.—“LIGHTS OUT”
 Admiral (NBC)
 8:30 P. M.—
EXTRA SPECIAL!
 P. & G. Musical Comedy
 Robert Montgomery Drama
 Lucky Strike (NBC)
 (alternate weeks)



Drama
at its
Best

Robert Montgomery

9:30 P. M.—John Cahill
 Commercial Calling
 9:45 P. M.—Town & Country Quiz
 Staley
 10:00 P. M.—Omar Weatherman
 10:10 P. M.—Falstaff Sports
 10:15 P. M.—News with Ray Clark
 10:30 P. M.—
“BIGELOW THEATER”
 Bigelow-Sanford Carpets (CBS)
 11:00 P. M.—
BROADWAY OPEN HOUSE
 Anchor-Hocking (NBC)

WOW-TV Channel 6



Parks



Smith



Carson

TUESDAYS

6:00 P. M.—Kukla, Fran and Ollie
 (NBC)
 6:30 P. M.—John Conte’s Van
 Camp Show (NBC)
 6:45 P. M.—Camel News Caravan,
 John Cameron Swayze
 (NBC)
 7:00 P. M.—
**“THE TEXACO STAR
 THEATER”**
 (NBC)
 Starring the one and only
MILTON BERLE
 8:00 P. M.—
“CAVALCADE OF BANDS”
 Drug Store Products (Du.)
 9:00 P. M.—
**OLD GOLD
 AMATEUR HOUR**
 with TED MACK and CO. (NBC)



Amateurs
Get a
Break!

Ted Mack

10:00 P. M.—Omar Weatherman
 10:10 P. M.—Falstaff Sports
 10:15 P. M.—News with Ray Clark
 10:30 P. M.—
STARS OVER HOLLYWOOD
 Armour (NBC)
 11:00 P. M.—
BROADWAY OPEN HOUSE
 Anchor-Hocking (NBC)



Thomas



Caffrey

WEDNESDAYS

6:00 P. M.—Kukla, Fran and Ollie
 (NBC)
 6:30 P. M.—Roberta Quinlan
 Mohawk (NBC)
 6:45 P. M.—Camel News Caravan,
 John Cameron Swayze
 (NBC)
 7:00 P. M.—
NBC 4-STAR VARIETY
 Ed Wynn, Danny Thomas
 Motorola, Norge, Pet Milk (NBC)



Starring
Jimmy
Durante
Jack
Carson
(alternate weeks)

8:00 P. M.—
**KRAFT
 TELEVISION THEATER**
 (NBC)
 9:00 P. M.—Break the Bank
 Bristol-Myers (NBC)
 9:30 P. M.—Cahill’s Corner
 9:45 P. M.—Top Views in Sports
 10:00 P. M.—Omar Weatherman
 10:10 P. M.—Falstaff Sports
 10:15 P. M.—News with Ray Clark
 10:30 P. M.—Mystery (Du.)
 11:00 P. M.—
BROADWAY OPEN HOUSE
 Anchor-Hocking (NBC)



Quinlan



Swayze

THURSDAYS

6:00 P. M.—Kukla, Fran and Ollie
 (NBC)
 6:30 P. M.—John Conte’s Van
 Camp Show (NBC)
 6:45 P. M.—Camel News Caravan,
 John Cameron Swayze
 (NBC)
 7:00 P. M.—Groucho Marx in
 “You Bet Your Life”
 for DeSoto (NBC)
 7:30 P. M.—
“CISCO KID”
 Butter-nut Bread



CISCO
and
PANCHO
Come to Life

8:00 P. M.—Jack Haley’s FORD
 REVUE (NBC)
 9:00 P. M.—Martin Kane, Private
 Eye, U. S. Tobacco
 (Du.)
 9:30 P. M.—WAYNE KING
 Standard Oil (NBC)
 10:00 P. M.—Omar Weatherman
 10:10 P. M.—Falstaff Sports
 10:15 P. M.—News with Ray Clark
 10:30 P. M.—Fireside Theater
 Procter & Gamble (NBC)
 11:00 P. M.—
BROADWAY OPEN HOUSE
 Anchor-Hocking (NBC)



Lester



Conte

FRIDAYS

6:00 P. M.—Kukla, Fran and Ollie
 (NBC)
 6:30 P. M.—Robert Quinlan
 Mohawk (NBC)
 6:45 P. M.—Camel News Caravan,
 John Cameron Swayze
 (NBC)
 7:00 P. M.—The Quiz Kids
 Miles Laboratory (NBC)
 7:30 P. M.—
YOU ASKED FOR IT
 Skippy (Du.)



with
Radio’s
Art Baker!

8:00 P. M.—Henry Morgan Show
 Campbell’s Soups (NBC)
 8:30 P. M.—The Big Story
 Pall Malls (NBC)
 9:00 P. M.—
**MADISON SQUARE
 GARDEN BOXING BOUTS**
 Gillette (NBC)
 9:45 P. M.—“Greatest Fights”
 Vaseline (NBC)
 10:00 P. M.—Omar Weatherman
 10:10 P. M.—Falstaff Sports
 10:15 P. M.—News with Ray Clark
 10:30 P. M.—Plain Clothes Man
 (Du.)
 11:00 P. M.—
BROADWAY OPEN HOUSE
 Anchor-Hocking (NBC)

WOW-TV Channel 6



Howdy



Bohlsen



Clark



Kukla

SATURDAYS

(ALL DAY)

4:15 P. M.—“MAGIC SLATE”
 Derby Foods (NBC)
 4:45 P. M.—
“ON THE LINE”
 with
BOB CONSIDINE
 Mutual of Omaha
 (NBC)



News,
Interviews,
Comments

Considine

5:00 P. M.—“Hopalong Cassidy”
 General Foods (NBC)
 6:00 P. M.—Victor Borge Variety
 Kellogg (NBC)
 6:30 P. M.—
**ONE MAN’S
 FAMILY**
 Manhattan Soap (NBC)



“Pa” Barbour



“Ma” Barbour

7:00 P. M.—
**JACK CARTER
 SHOW**
 Campbell’s Soups
 Swift & Co.
 Wildroot
 8:00 P. M.—
SHOW OF SHOWS
 Sid Caesar and
 Imogene Coca
 SnowCrap
 SOS
 Scotchtape
 Benrus
 Crosley
 9:30 P. M.—
**LUCKY STRIKE
 HIT PARADE**
 (NBC)
 10:00 P. M.—
 Falstaff
WRESTLING
 from Chicago
 (Dumont)
 11:00 P. M.—Sheila Graham
 Max Factor (NBC)

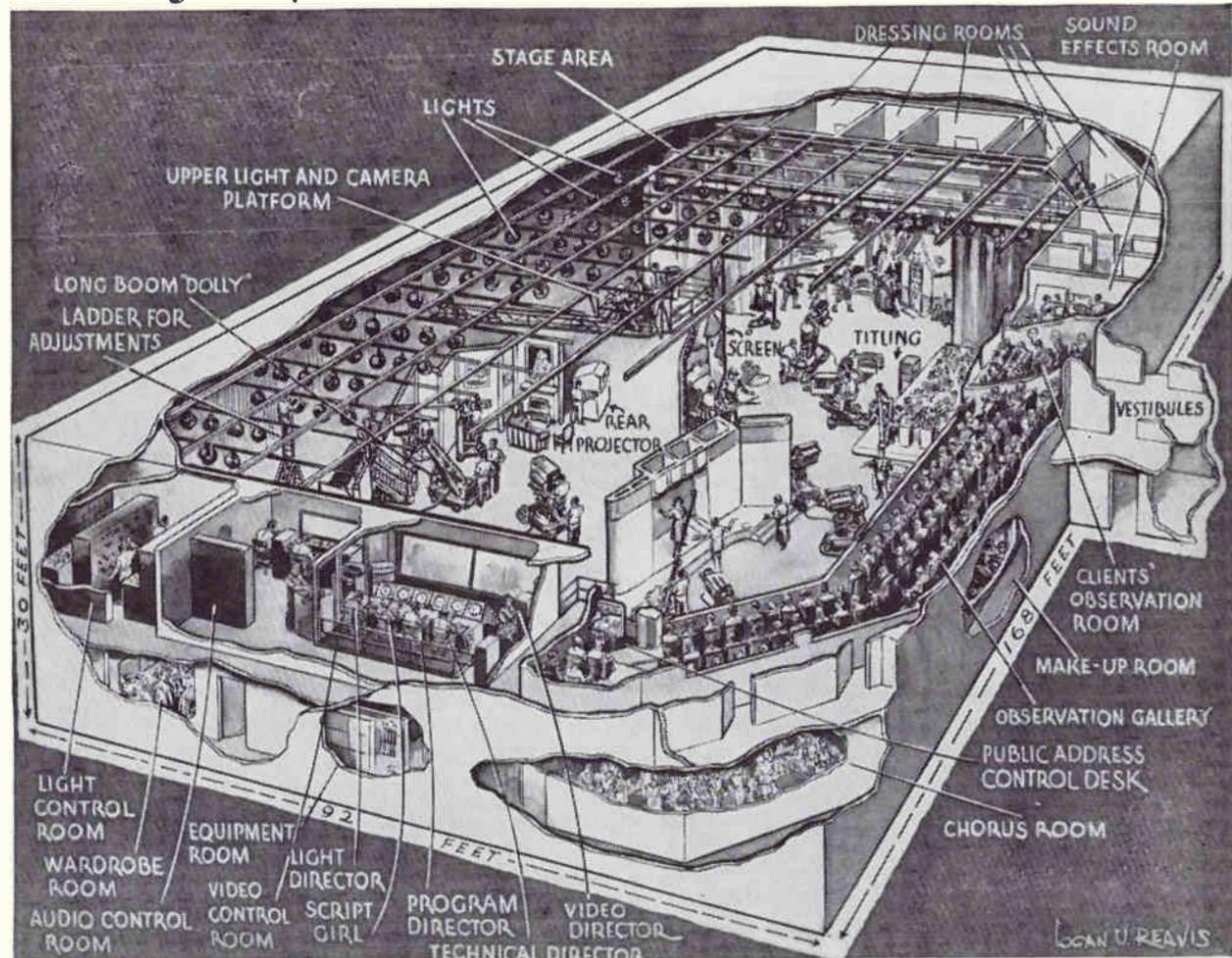
MONDAYS THROUGH FRIDAYS... DAYTIME SCHEDULE

1:30 to 2:00 P. M.—“SHOW WINDOW” with Julann Caffrey—Mon., Wed., Fri.
 2:00 to 2:15 P. M.—“MISS SUSAN” for Colgate—Mon., Wed., Fri. (NBC)
 2:30 to 3:00 P. M.—BERT PARKS VARIETY—Mon., Wed., Fri. (NBC)
 SNOW CROP MATINEE—Tues., Thurs.
 3:00 to 4:00 P. M.—The KATE SMITH-TED COLLINS SHOW (NBC)
 4:00 to 4:30 P. M.—“MARTHA’S KITCHEN” with MARTHA BOHLSSEN

4:30 to 5:00 P. M.—“HOWDY DOODY” (NBC)
 5:00 to 5:15 P. M.—JOHNNY CARSON SHOW
 5:15 to 5:30 P. M.—GABBY HAYES—Mon., Wed., Fri. (NBC)
 BLACKSTONE MENUS—Tues.
 CREIGHTON or OMAHA UNIVERSITIES—Thurs.
 5:30 to 6:00 P. M.—“CAPTAIN VIDEO” (Dumont)

**Corrected to
Feb. 16, 1951**

Many NBC Shows Originate Here



Here's a peek behind the scenes at NBC's great "Studio 8-H"—the world's largest and most efficient—from which many of the big shows aired on WOW-TV originate.

It's a city-block long, cost a cool million, and is in Radio City. It's three stories high and as modern as tomorrow. Some radio programs (Big Show) also originate here.

... ALONG THE VIDEO GRAPEVINE ...

Omaha city firemen are among the most ardent viewers of "Martha's Kitchen." Every station house has a TV set. Some of these big, burly smoke-eaters can whip up a delightful salad with lady-finger sandwiches in almost no time.

When Victor Borge (new and wonderful at 6 p.m., Saturdays, on WOW-TV) first came to this country 10 years ago he didn't have enough money to buy a Radio City Tour (50 cents!)

Many of the TV production lads are greying a bit over fear of a shortage of motion picture film, due to the defense effort. Not too long ago NBC alone was using more film in a day than Hollywood uses in a year.

Mal Hansen has a spring gardening show in the works which will pop out soon on WOW-TV. It was a very popular feature last spring.

Ben Blue, screen clown and eccentric dancer, who scored a smash hit on the Jack Carter show recently, now has his own starring

role on "Broadway Open House" (Anchor-Hocking), Mondays and Wednesdays at 11 p.m. on WOW-TV.



TV Homemakers catch on fast! Many are now "shopping" Omaha stores daily with Julann Caffrey via "The Show Window."

So far Danny Kaye isn't interested in TV because it's "too much of a man-eating chore."

It was bound to happen sooner or later what with so many low-necklined actresses cavorting about in television. However, Gracie Fields was "well clothed underneath" (she reported) when her dress split recently during the Milton Berle show.

Groucho Marx, accepted a television "Emmy" (an Oscar in the movies) quipped . . . "I've been a good father to all my children and a good husband to all my wives."

Variety says Fred Allen will be on The Big Show on alternate weeks (but not on TV) and will devote most of his time helping Goodman Ace on writing chores.

Armour & Company will do a big promotion this month on chili and corned beef hash in connection with its "Stars Over Hollywood" program, Tuesdays, 10:30 p.m. on WOW-TV.

.....WOW-TV SPRING TV SCHEDULE ON PAGES 6 AND 7!.....

WOW NEWS TOWER T.V

(Reg. U. S. Pat. Off.)

Issued to Increase Enjoyment of WOW-TV Television Programs

Million a Week For Talent

Most of Best on WOW-TV

'Window' Day Brightener

(See Julann Caffrey photo page 8)
Perhaps its theme song should be "Brighten the Corner Where You Are." At any rate "The Show Window," with Julann Caffrey is certainly making the day brighter for many WOW-TV-Land house-holders.

The new program at 1:30 p.m., Mondays through Fridays, is an extension of WOW-TV's regular program schedule.

A spot check of housewives after the first program indicated that the new feature is already extremely popular, and to be a real service.

"The Show Window" is completely sponsored on Tuesdays and Thursdays by Brandeis Stores. Mondays, Wednesdays and Fridays Julann offers unusual buying opportunities from many leading stores.

Another fine afternoon show "Miss Susan" sponsored by the Colgate-Palmolive-Peet Company has been scheduled to follow "The Show Window." It's a serial story.

The setting for "The Show Window," is just that. It's a retail shop scene with Julann presiding.

—WOW-TV—

65,000 PLUS

Sets in WOW-TV area passed 65,000 last week.

NBC Research says there were 10,549,500 TV sets in use in the U.S.A. on January 1 and that two-thirds of these were purchased during 1950.

—WOW-TV—

NEW AND GOOD!

A breath-taking yarn about a schizophrenic killer who seeks refuge in a desert ranch house called "Shifting Sands" is set for the Procter & Gamble "Fireside Theater" Thursday, March 8, 10:30 p.m.

"The Town and Country Quiz" is the title of a new Staley Feeds TV program at 9:45 p.m., Wednesdays, on WOW-TV. Elden Anspach is emcee and Jack Mazzie, producer.

The popular "Famous Jury Trials" (Dumont net) is now sponsored by Swiss Colony Wines and is scheduled at 11 p.m., Sundays, on WOW-TV.

\$50,000 per Show! ...



Spike Jones for Colgate.



Bob Hope for Frigidaire.



Durante—Norge, Motorola, Pet Milk.

—WOW-TV—

GOLDEN GLOVES

WOW-TV has scheduled a direct telecast of the national Golden Gloves boxing matches starting at 10:30 p.m. on March 9.

If you'll sit down at your television set and look at all NBC and Dumont programs on WOW-TV for one full week, you'll see programs which cost sponsors \$866,225!

That's "Variety's" estimate of program and production costs for NBC and Dumont commercial programs. The three-quarter-of-a-million-per-week-plus figure does not include what the sponsors pay for time charges (to nets and stations).

Nor does it include non-network programs carried by film, or "live studio," which costs, if added, would bring the total well over the million-dollar-per-week figures.

"Variety" points out that there are 15 big network shows with a tab weekly of more than \$23,000 each. Of these, 10 are carried regularly on WOW-TV . . . or, to put it another way, two-thirds of the best (most expensive) shows are brought to you via Channel 6.

The check for the top three shows . . . Colgate Comedy Hour, Bob Hope Star Spangled Review (Frigidaire), and the Four Star Review (Motorola, Norge and Pet Milk) is \$50,000 per program each. All three are NBC shows (on WOW-TV).

Three more shows are tied for second place . . . two of them on NBC and WOW-TV. They are, the Show of Shows and Texaco Star Theater. Their sponsors shovel out \$40,000 per program.

Two more NBC-WOW-TV shows are tied for third . . . the Jack Carter Show, and the Bob Montgomery shows . . . and they cost \$35,000 each, per show.

Procter & Gamble's Musical Comedy series is fifth at \$30,000 a week and four shows are tied for sixth at \$25,000 a week, including the Jack Haley (Ford) Revue. The Sunday night Philco Theater was listed in seventh place at \$23,000 a week.

NBC programs alone are more costly than ABC and CBS programs put together, the "Variety" listing indicates.

Eastern Farm Tour Planned

Grass Roots...

with MAL HANSEN

Editor Bill Wiseman, Julius Alms of the Burlington Railroad, Lawrence Youngman of Travel and Transport, and the writer had lunch together the other day.

That should be a tip to past participants in WOW farm tours. Mrs. Hansen guessed the answer as soon as she heard about the meeting.

We are giving serious consideration to a farm study tour to the East Coast some time about the middle of September.

The national emergency may force a cancellation. But if it doesn't the trip will follow the pattern set on the journeys to the West Coast and the New South.

On the tentative schedule we have stops in Detroit, Niagra Falls, Montreal, Quebec, Boston, New York and Washington. We'll be gone about 15 days.

We are hoping for a special, all-room train. Buses will be used for the side trips, including proposed visits to the Federal Experiment Station at Beltsville and Louis Bromfield's Malabar Farm.

If you are interested in going, why don't you drop us a note and we'll put you on the mailing list for more information?



Mal Hansen

Bill McBride....

It's now regarded as almost a certainty that Joe Louis will meet Ezzard Charles for the heavyweight championship of the world some time in June. There is a wide difference of opinion as to the wisdom of such a fight. Many competent critics believe that, as a contender, Joe is through.



Bill McBride

However, there are others who are just as convinced that the man who gave Freddie Beshore a four-round whipping is a revived and well-conditioned fighter. Beshore was the first to advance that thinking. "The way Louis fought against me, he could have beaten Charles," said Freddie.

Louis has made it plain to the boxing world that he wants another crack at Charles. In order to remain in condition, he says he must keep fighting. If this is true, it would be logical to reason that Joe should take on a few of the boys recognized as potent fighters—Rex Layne, LaStarza, Marciano and Bob Murphy. Layne, however, lost much of his heavyweight prestige in his recent win over Omelio Agramonte.

If Louis were to do this, and beat the boys, one by one, he certainly would be entitled to the June bout with Charles. Boxing promoters, on the other hand, may not wait for all this to happen. With a firm belief in the drawing power of the man Louis, they may set up the fight in June before Joe has eliminated all other contenders, or, indeed, been eliminated himself.

At any rate, no one can deny Joe his right to fight as long as he remains in condition. Certainly no one wishes such a once-great champion bad luck.

—WOW—

KID DETECTIVE

I'll bet you didn't know that 7-year-old Quiz Kid Harvey Dytch is a detective.

Harvey is heard quite regularly on the Alka-Seltzer sponsored "Quiz Kids" program (WOW, 2 p.m., Sundays). Ever since he read an article on Communist spies Harvey says that he's been on the ball as Chief Detective on a communist-spy hunting detective club.

Asked how he detected a Communist, Harvey replied: "You stand on street corners, and if you see a man let four streetcars go by and take the fifth, he's a spy." He admitted his men were a little confused the other day when they saw a man let five cars go by before taking the sixth. Harvey claims he has already caught a couple of dangerous characters and turned them in to the police. His reward: an ice cream cone.

Because of an early publication date for the NEWS TOWER we are forced to go to press without this month's column from the Rev. R. R. Brown which he was to mail to us from his current Missionary Tour of the Far East.

The column will, of course, be carried in the April issue.

In letters to his family the Rev. Brown told of an interview in Tokyo with General Douglas MacArthur. He is now on the Island of Mindinao in the Philippines and hopes to move to Hong Kong the week-end of March 4.

DOUBLE DUTY

Ronald Colman, no less, wrote the script on January 24, for "The Halls of Ivy" (WOW, 7 p.m., Wednesdays). At the close of the broadcast Colman said, "Tonight's script was written by....er....oh, dear...."

"Tonight's script was written by Ronald Colman," Mrs. Colman said firmly at this point.

"Thank you, my dear," said Colman. "I loved doing it... shows I have more than one string to my bow."

"Well," said Mrs. C., "as long as I have only one beau to my string, I'm going to let him take me home. Good night, everybody."

"Halls of Ivy" is sponsored by the Jos. Schlitz Brewing Company.

—WOW—

Three Days...



Dennis Day is shown here with his two young sons, Patrick (left) and Dennis, Jr. The popular "Dennis Day Show" is heard each Saturday night at 8:30 on WOW and is sponsored by the Colgate-Palmolive-Peet Company.

—WOW—

ATOMIC "FIRST"

The reverberations of the atomic blast which took place somewhere in Nevada at dawn on Thursday (February 1) were first heard over Alka-Seltzer's "News of the World" (WOW, 6:30 p.m., Mondays through Fridays) the same evening in NBC's broadcast of the nuclear explosion.

A recording crew from NBC Hollywood had been on the scene outside of Las Vegas, Nev., all week in order to tape the sound of the newest tests by the Atomic Energy Commission.

A tape recorder was put in operation from dawn until sunset every day since Sunday, January 28, picking up interviews with gamblers who heard earlier blasts; ranchers who had seen atomic flashes; cowboys and a sheriff. For many hours while the machine was open, there was only the silence of the desert.

Tom Payne, of Las Vegas, and NBC's John Storm described the week of waiting and the actual blast, which was repeated on NBC's "Voices and Events" (WOW, Sundays, 9:30 p.m.) program Sunday, February 4.

—WOW—

It was bound to happen sooner or later. A Cleveland lady got a divorce because she saw her hubby on TV with another femme at a rasslin' match.

RADIO WOW'S MARCH DAYTIME SCHEDULE

5:30 A. M.—Five-Thirty Call—Early morning music to help you start the day right.....	Daily ex. Sun.	12:00 Noon—Four Bell News Tower—The Midwest's most complete news coverage with all of the latest national, international, farm and market and local news.....	Daily ex. Sun.
5:40 A. M.—Slim Everhart—Carter's Little Liver Pills.....	Tues., Thu.	WOW News Tower—A complete 15 minute news coverage.....	Sun.
5:55 A. M.—Weather Report—Ralston Purina.....	Daily ex. Sun.	12:15 P. M.—Great Stories About Corn—Everett Mitchell and Funk's G. Hybred Seed Corn bring you this show.....	Sun.
6:00 A. M.—Sunrise News Tower—All the latest happenings in detail... Daily ex. Sun.	Daily ex. Sun.	12:30 P. M.—WOW Calling—A happy half hour for Swanson's Margarine, and Nutrena.....	Mon. thru Sat.
6:15 A. M.—Welcome to the West—Slim Everhart.....	Daily ex. Sun.	Your University Speaks—University of Nebraska.....	Sun.
6:30 A. M.—WOW Farm Service Reporter—Mal Hansen brings latest farm and market news, interviews, agricultural reports and regional news for Pioneer Hybred Seed Corn and Walnut Grove Mineral Products.....	Daily ex. Sun.	12:45 P. M.—The Music Room—Schmoller & Mueller.....	Sun.
Sunday Serenade—Mood music.....	Sun.	1:00 P. M.—Double or Nothing—With genial master-of-ceremonies Walter O'Keefe for Campbell's Soup.....	Mon. thru Fri.
7:00 A. M.—Network News—Alex Dreier for Skelly Oil.....	Mon. thru Fri.	National Farm and Home Hour—One of the nation's top agricultural programs—Allis Chalmers.....	Sat.
This Farming Business—Lloyd Burlingham for Skelly Oil.....	Sat.	American Forum of the Air.....	Sun.
NBC News.....	Sun.	1:30 P. M.—Ma Perkins—Oxydol's long time favorite.....	Mon. thru Fri.
7:05 A. M.—George Crook, organ music.....	Sun.	On the Line with Bob Considine—Mutual of Omaha.....	Sun.
7:15 A. M.—Breakfast Bandstand—Gene Edward with recorded music you'll like.....	Mon. thru Fri.	Creighton University of the Air.....	Sat.
Riders of the Purple Sage.....	Sat.	1:45 P. M.—Judy and Jane—Folger's Coffee.....	Mon. thru Fri.
7:30 A. M.—WOW New Tower—Merrill Workhoven.....	Daily ex. Sun.	Slim Bryant and His Wildcats.....	Sat.
Revival Hour—Gospel Broadcasting Association.....	Sun.	The Girl from Paris.....	Sun.
7:45 A. M.—Morning Merry-Go-Round—Lively music.....	Mon. thru Sat.	2:00 P. M.—Life Can Be Beautiful—P. & G. Soap.....	Mon. thru Fri.
8:00 A. M.—Breakfast Club—Don McNeil and Co. for General Mills... Mon. thru Fri.	Mon. thru Fri.	Town and Country Time.....	Sat.
John Carson Show.....	Sat.	Music With the Hormel Girls.....	Sun.
8:15 A. M.—John Carson Show—Johnny's early morning show.....	Mon. thru Sat.	2:15 P. M.—Road of Life—Interesting to follow—Oxydol.....	Mon. thru Fri.
8:30 A. M.—John Carson Show—A half-hour of music and fun.....	Mon. thru Sat.	2:30 P. M.—Pepper Young's Family—You'll like them—P. & G.....	Mon. thru Fri.
Chapel Service—Dr. R. R. Brown.....	Sun.	Quiz Kids—Miles Laboratories presents these youthful mental giants in an entertaining show.....	Sun.
8:45 A. M.—Elaine Jabenis Scrapbook—Crestwood Shops.....	Sat.	2:45 P. M.—Right to Happiness—Everyone's right—P. & G.....	Mon. thru Fri.
9:00 A. M.—Welcome Travelers—Tommy Bartlett with a great show... Mon. thru Fri.	Mon. thru Fri.	3:00 P. M.—Backstage Wife—Sterling Products.....	Mon. thru Fri.
Mind Your Manners.....	Sat.	Town and Country Time.....	Sat.
9:30 A. M.—Double or Nothing—The popular quiz show with Walter O'Keefe emceeing for Campbells Soup.....	Mon. thru Fri.	The Falcon—Kraft Cheese.....	Sun.
Mary Lee Taylor for Pet Milk.....	Sat.	3:15 P. M.—Stella Dallas—A moving story—Sterling Products.....	Mon. thru Fri.
Art of Living.....	Sun.	3:30 P. M.—Lorenzo Jones—Presented by Dreft.....	Mon. thru Fri.
9:45 A. M.—From the Master's Pen.....	Sun.	Big City Serenade.....	Sat.
10:00 A. M.—Martha's Cupboard—Hear Martha Bohlsen, the Midwest's leading homemaker.....	Mon. thru Sat.	WOW News Tower—E. T. Smith Olds-Cadillac.....	Sun.
WOW News Tower—All the latest news.....	Sun.	3:45 P. M.—Young Widder Brown—Sterling Products.....	Mon. thru Fri.
10:15 A. M.—U. S. Navy Show—Stirring music.....	Sun.	World's Best Seller—Nebraska Savings & Loan.....	Sun.
10:30 A. M.—Jack Berch Show—Jack sings songs in a style you'll always enjoy—Prudential Insurance Co.....	Mon. thru Fri.	4:00 P. M.—When a Girl Marries—General Foods.....	Mon. thru Fri.
Smilin' Ed McConnell—Brown Shoes.....	Sat.	First Piano Quartette.....	Sun.
U. N. Is My Beat.....	Sun.	Bold Venture—Crosley Dealers.....	Sun.
10:45 A. M.—Dial Dave Garroway.....	Mon. thru Fri.	4:15 P. M.—Portia Faces Life—General Foods.....	Mon. thru Fri.
To be Announced.....	Sun.	4:30 P. M.—Just Plain Bill—Anacin.....	Mon. thru Fri.
11:00 A. M.—Live Like a Millionaire—You'll enjoy hearing the contestants in action—General Mills.....	Mon. thru Fri.	Music in the Morgan Manner.....	Sat.
Homemakers Club of the Air—Omaha Public Power sponsors Marion MacDonald with household hints.....	Sat.	Mr. and Mrs. Blandings.....	Sun.
Living—1951.....	Sun.	4:45 P. M.—Front Page Farrell—Whitehall Pharmica.....	Mon. thru Fri.
11:30 A. M.—We Love and Learn—Manhattan Soap.....	Mon. thru Sat.	4:55 P. M.—News Summary—Leon Pearson.....	Sun.
Music in Three-Quarter Time.....	Sat.	5:00 P. M.—Guiding Light—Sponsored by Duz.....	Mon. thru Fri.
Eternal Light.....	Sun.	Public Affairs.....	Sat.
11:45 A. M.—Your Melody Time—Late morning melodies.....	Mon. thru Fri.	"The Big Show"—One and a half hours of the best in radio with Cantor, Hope, Allen, Marx, Durante, Como.....	Sun.
Polka Parade—Lively tunes.....	Sat.	5:15 P. M.—Lean Back 'n' Listen.....	Mon. thru Fri.
Treasury Salute.....	Sun.	Your National Guard.....	Sat.

5,000 Watts

WOW'S MARCH NIGHT SCHEDULE

590 Kc.

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30	THE BIG SHOW A full hour and a half of the nation's brightest stars—Allen, Durante, Hope, Cantor, Bankhead, Marx, Brice, Wilson, Shore, Daley, MacRae, Como—every week different For RCA Victor, Ford and Anacin	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News	4-BELL NEWS TOWER All the News
5:55		SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer	SPORTS NEWS Goetz Beer
6:00		THE CISCO KID Butter-nut Bread brings you western adventures	FALSTAFF SERENADE music for Falstaff MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	FALSTAFF SERENADE music for Falstaff MUSIC BY MARTIN Need we say more?	THE CISCO KID Butter-nut Bread brings you western adventures	NBC SYMPHONY Presenting an hour of the best in music. This great musical organization under the baton of Toscanini Sponsored by RCA Victor, Ford and Anacin
6:15		FOR RCA VICTOR, FORD AND ANACIN	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin	NEWS OF THE WORLD Alka-Seltzer ONE MAN'S FAMILY Tabcin
6:30	THE PHIL HARRIS-ALICE FAYE SHOW A real treat in comedy and music	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	NEWS OF THE WORLD Alka-Seltzer	
6:45		ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	ONE MAN'S FAMILY Tabcin	
7:00	HEDDA HOPPER Your Hollywood Reporter and her screen guests	THE RAILROAD HOUR With Gordon McRae and Norman Luboff's Orchestra	CAVALCADE OF AMERICA Famous stars in equally famous plays for DuPont	THE HALLS OF IVY Mr. and Mrs. Ronald Colman in stories of college life	THE ALDRICH FAMILY Family comedy starring Ezra Stone as Henry General Foods	NERO WOLFE Sidney Greenstreet stars as the famous detective	DANGEROUS ASSIGNMENT Brian Donlevy stars as a worldly Adventurer
7:30	THEATRE GUILD ON THE AIR U. S. Steel presents the theatre's best plays and nation's best actors for a full hour every Sunday night	VOICE OF FIRESTONE Guest stars with Howard Barlow's Orchestra and Chorus	BABY SNOOKS SHOW Fannie Brice and Hanley Stafford with comedy for Tums	THE GREAT GILDERSLEEVE Family comedy as "Gildy" blusters through life	FATHER KNOWS BEST Robert Young has his hands full as "Father" General Foods	SAM SPADE Follow Sam in his exciting capers	MAN CALLED X Herbert Marshall is the man of mystery A "Tandem" show
8:00		TELEPHONE HOUR Donald Voorhes with Bell Symphonic Orchestra and guest singers	THE BOB HOPE SHOW Chesterfield brings you this favorite comic	YOU BET YOUR LIFE Grocho Marx is at his witty best with contestants	DRAGNET Stories based on cases from L. A. police files Patima Cigarettes	THE MAGNIFICENT MONTAGUE Monty Woolley stars in this comedy series	YOUR HIT PARADE Hear the top tunes of the week Lucky Strike Cigarettes
8:30	TALES OF THE TEXAS RANGERS Joel McCrea stars in authentic stories	CITIES SERVICE BAND OF AMERICA Directed by Paul Lavalle with the Male Quartette	FIBBER MCGEE AND MOLLY Pet Milk takes you to 79 Wistful Vista for laughs	MR. DISTRICT ATTORNEY Crime doesn't pay with the D.A. at hand—Bristol-Myers	SHORT STORY Dramatized versions of famous short stories	DUFFY'S TAVERN Fun with Archie, Miss Duffy and Finnegan A "Tandem" show	A DAY IN THE LIFE OF DENNIS DAY Music and fun for Colgate
9:00	To be Announced	BOSTON POPS ORCHESTRA Plays short classics, novelties and new works	BIG TOWN Stories of a crusading newspaper editor Lifebuoy Soap	THE BIG STORY Tales of exciting stories by the newsmen who covered them—Pall Malls	SCREEN DIRECTORS' PLAYHOUSE Lovers of the theatre won't want to miss hearing the famous plays to be presented on this star-studded program Sponsored by RCA Victor, Ford and Anacin	LIFE OF RILEY Family comedy for Pabst Blue Ribbon Beer	THE JUDY CANOVA SHOW Fun with Judy and her friends for Colgate
9:30	VOICES AND EVENTS an NBC news-documentary	under the direction of Arthur Fiedler	PEOPLE ARE FUNNY Art Linkletter arranges hilarious situations Raleigh Cigarettes	ALBUM TIME Popular recorded tunes of yesterday and today	SPORTS NEWSREEL ON THE AIR with Bill Stern 9:45—To be Announced	GRAND OLE OPRY Red Foley and Gang with homespun humor for Prince Albert	
10:00	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News	WOW NEWS TOWER All the News
10:15	BEHIND HEADLINES with John T. Flynn	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing	SPORTS Nebraska Clothing
10:30	THE CATHOLIC HOUR Begins its 21st year in this new time spot	BREAK THE BANK Bristol-Myers	BREAK THE BANK fun and prizes	BREAK THE BANK Bristol-Myers	BREAK THE BANK fun and prizes	BREAK THE BANK Bristol-Myers	HOTEL ROOSEVELT ORCH. Music for dancing
10:45		NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music	NOCTURNE Mood Music
11:00	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY
11:05	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy	WINTER SERENADE presents music you'll enjoy
11:55	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY	NEWS SUMMARY

Cast Changes Announced

New Players in Daytime

Several of your favorite NBC daytime serials have announced changes in their casts. We list the changes here in order that you may keep up to date in regard to who is playing the various roles.

Boris Aplon plays District Attorney Patterson, Amzie Strickland is heard as Nurse Clark, and Gene Leonard is Dr. Allen, in the Sterling Products' "Backstage Wife" cast (WOW, 3 p.m.)



Claire Niesen still stars as Mary Noble in "Backstage Wife."

Additions to "Lorenzo Jones" include Tony Rivers as Dick, and Mandel Kramer as Jackson (WOW, 3:30 p.m.)

In Whitehall Pharmacal's "Front Page Farrell" Elizabeth Morgan is cast as Claudia Crain, Hal Studer as Barry Crain, Ross Martin as Chuck Nichols, Alice Reinhart as Laverne Rollins, John Griggs as Wallace Peck, Sylvia Leigh as Dolores Neill, Audrey Eagan as Barbara Schaefer, Ray Johnson as Chester Bellows, Harry Bellever as Sergeant Myers, Toni Darnay as Helena Teasdale, Sidney Smith as Herbert Waterman, Doris Dalton as Nora Waterman, Stuart MacIntosh as Judson, and Lois Holmes as Nell Teasdale (WOW, 4:45 p.m.)

Ivor Francis is cast as Oliver Faxon, Margery Maude as Edith Roper, Ann Burr as Leona Ransom, and Richard Hanaver as Myron Grosvenor on Sterling Products' "Stella Dallas" (WOW, 3:15 p.m.)

Julie Stevens portrays Barbara Kane and Richard Newton plays Frank Woods on Anacin sponsored "Just Plain Bill" (WOW, 4:30 p.m.)

All programs are heard at the times stated each Monday through Friday.

-WOW-

'FATHER' SAYS

"Women have a peculiar attitude when it comes to unattached males. If a man wanders around unmarried, every woman in the world considers it a personal insult," says Robert Young, star of NBC's "Father Knows Best" (WOW, Thursdays, 7:30 p.m.)

A Real Chore

"A Broadway show," Dee Engelbach, producer-director of NBC's Sunday extravaganza "The Big Show" (WOW, 5 to 6:30 p.m.) says, "is about an hour and 50 minutes long. The average movie runs for an hour and a half. Both of those operations take three to six months of preparation. And we do roughly the same thing each week."

Sunday night, just after the previous show has gone off the air, Engelbach goes into a huddle with his writers and they "kick the premise around." That means activating the routines, planning a story line that will integrate "The Big Show," lifting it far above the plane of the benefit performance (the only other entertainment comparable in size, scope and importance of guest performers).

On Monday Engelbach goes over the sketches with the writers, who work in an adjoining office. Everyone contributes ideas, with Engelbach getting the last word.

On Tuesday, he and musical director Meredith Willson plan the musical portions of the forthcoming broadcast.

On Wednesday and Thursday, Engelbach confers with the guest stars and goes over their material with them.

On Friday comes the first rehearsal—Meredith Willson, chorus, orchestra and any guest performers who have musical numbers. Three hours.

On Saturday comes dialogue rehearsal, cuts, revisions, more rehearsal. Five hours.

On Sunday comes the integrated rehearsal, and running all day long. The show goes on, is over,—and Engelbach's week starts over again.

-WOW-

Campbell Soup Kid ...



Walter O'Keefe . . . genial emcee of "Double or Nothing."

"Peavy" Honored by Druggists

Richard Le Grand, known to millions of listeners as the lovable druggist Peavy, sidekick and fellow Jolly Boy of Kraft's "The Great Gildersleeve" (WOW, Wednesdays, 7:30 p.m.), had a double celebration on a recent broadcast.

In honor of his 50th year in show business, he was named "America's Favorite Neighborhood Druggist" by the more than 60,000 members of the National Association of Retail Druggists.

-WOW-

Most Promising ...



Jack Webb, star of Fatima's "Dragnet" (WOW, Thursday, 8 p.m.) named "Most Promising Star of Tomorrow" (see page 3).

-WOW-

YOUNG EDISON

Cary Grant, who with Betsy Drake, stars in TWA's "Mr. and Mrs. Blandings" (WOW, Sundays, 4:30 p.m.) studied electricity during his youth, and at the age of 13, invented and put to practical use a stage lighting system still in use in many British theatres.

-WOW-

NEW RANK

Minnie Pearl, man-chasing comedienne on Prince Albert's "Grand Ole Opry" (WOW, 9:30 p.m., Saturdays), reports that her latest beau is a chief petting officer in the Navy.

WOW NEWS TOWER

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